

## Brand Overview: BPC - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The advancement of technology in the BPC sector means that brands are under more pressure to help consumers test, design and buy products on their own terms. Soon, the prospect of buying an off-the-shelf, one-size-fits-all product may become unpalatable to the most heavily engaged consumers.”

– **Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

When it comes to Mintel’s brand research, the top scorers tend to be household names, based on heritage, widespread availability and marketing power. Colgate and Dove are the most widely-used BPC brands covered by Mintel’s research, for example, and they’re also well-trusted by consumers.

However, much of the activity driving the BPC sector forward is done by smaller brands, which may be going under the radar of all but the most engaged consumers. As technological advancements, experiential store layouts and superior online shopping services become more commonplace amongst the niche players, though, consumers will start to expect the bigger brands to provide similar services. This will put pressure on all brands to help consumers test, design and buy products on their own terms.

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